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ABSTRACT

Since 1995, Johnson County Community College (JCCC) (Kansas) has been surveying new students each fall to determine their educational objectives and the factors that influence their decisions to attend the college. This report reviews the data obtained between 1995 and 2000 to determine if any trends are evident. The survey samples ranged from 4,760 in 1995 to 3,943 in 2000 (response rates ranged from 16% to 22%). Findings included: (1) there was a slight downward trend in the ratings over the past 4 years, from a mean rating of 4.3 to 4.1 (1 meaning "poor" and 5 meaning "excellent"); (2) the greatest percentage of new student respondents liked the following aspects of JCCC best over a 3-year period: low cost (42%), small class sizes (range 34 to 42%), and location (range 27 to 30%); (3) from 1995 to 2000, at least one-third of all new students intended to transfer to another college or university; (4) the transfer objective was most prevalent among new student respondents of age 24 or younger; (5) from 1995 to 2000, the percent of total new student respondents with career-related objectives ranged from 40% to 48%; (6) mean influences on decision-to-attend values exhibited little variability over the 6 years; and (7) the percent of female respondents over the 6-year period ranged from 61% to 68%. Contains 19 figures and 13 tables. Survey instrument appended. (NB)

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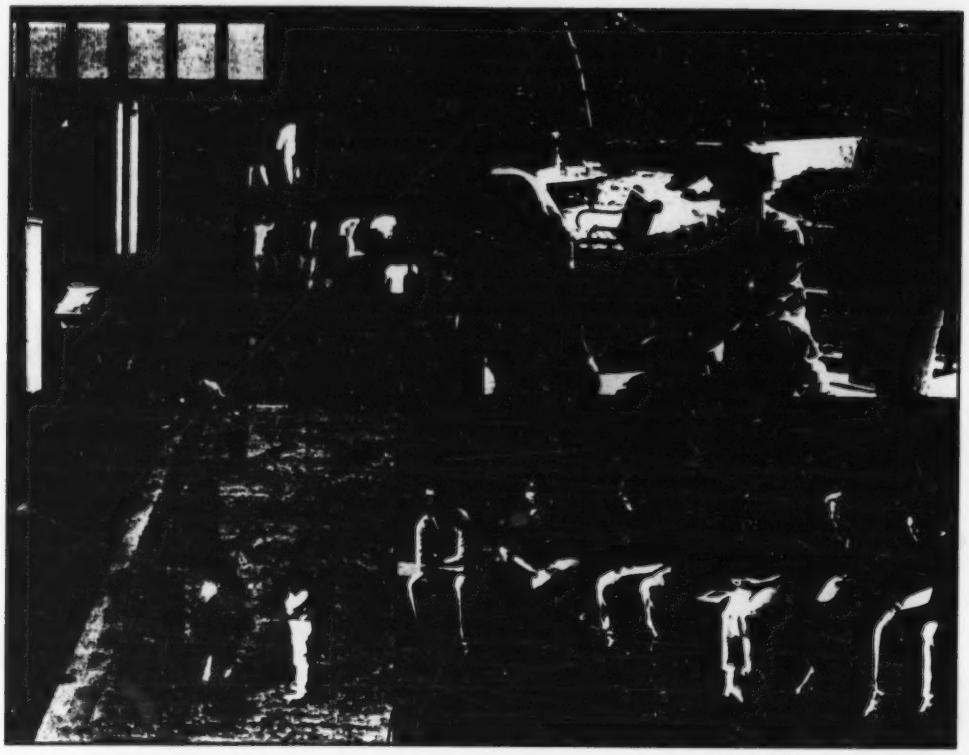
New Student Survey



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NEW STUDENT SURVEY: 1995-2000

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June 2001

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Purpose

In order to help fulfill one of JCCC's mission components, that of serving the current and emerging needs of the residents of Johnson County for higher academic education, an annual survey of new Johnson County Community College (JCCC) students has been conducted since Fall 1995 to determine new students' educational objectives and what factors influence their decisions to attend JCCC. Questions were also asked about new students' preferences for various media to provide information for the college's marketing and advertising efforts.

2000 marked the sixth year the survey was conducted. At the request of the Director of College Information and Publications, the Office of Institutional Research reviewed the data obtained throughout the six-year span to determine what trends, if any, were evident, especially for two age groups (age <24 and age 24+).

Methodology

Surveys were mailed in early October of each year to all students who had been identified by the Admissions Office as new JCCC students. This number ranged from 4,760 in 1995 (after 1995, College Now, Quick Step, and audit students were excluded, as well as students with previous attempted JCCC credit hours) to 3,943 in 2000. The response rates (the percentage of usable surveys returned from students who reported having had no prior classes at JCCC) for the survey ranged from 16% to 22% over the six-year period.

Although most of the questions included in the survey have remained the same for the six years of the survey period, other questions have been added periodically. Questions that have been on the survey for at least three years are included in this report.

Major findings are summarized in the bulleted points and figures on the following pages. Tabled results are in Appendix A and a copy of the Fall 2000 survey is in Appendix B.

Please direct any questions or comments about this report to:

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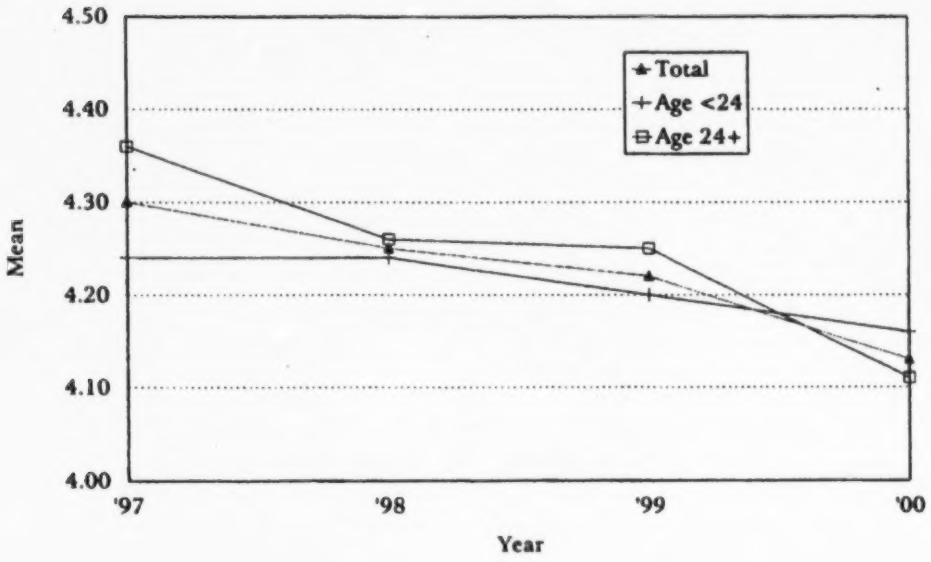
How do new students rate JCCC overall?

- Overall, students' ratings of JCCC were very favorable for the four years this question has been included on the survey. Mean ratings were consistently higher than "4" or "good" for total respondents as well as for the two age groups (students age <24 and students age 24+). (See Table 1, Appendix A, and Figure 1, below.)

Figure 1
Overall Rating of JCCC by Age Group
(5-point scale: 1="Poor" to 5="Excellent")



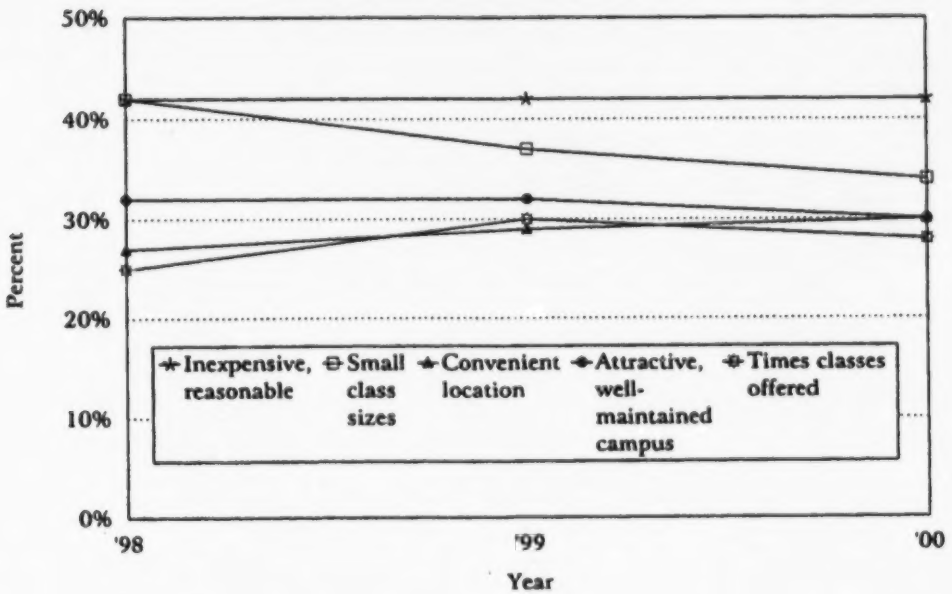
- Of note is the slight downward trend in the ratings over the past four years. For total respondents, the mean declined slightly (although statistically significantly) from 4.30 in 1997 to 4.13 in 2000. Although both age groups exhibited the downward trend as well, it was statistically significant only for the age group 24+, for which the mean declined from 4.36 in 1997 to 4.11 in 2000. Because the trend is comprised of four years' of rating data, it would be advisable to continue to monitor these ratings over the next few years.

What do new students like best about JCCC?

- Students were asked to select three choices representing what they like best about JCCC from a list of fourteen features of the college (see Table 2, Appendix A).

- The greatest percentage of new student respondents liked the following aspects of JCCC best over the three-year period (see Figure 2, below): inexpensive, reasonable (42% all three years); small class sizes (range 34% - 42%); convenient location (range 27% - 30%); attractive, well-maintained campus (range 30% - 32%), and times classes offered (range 25% - 30%).

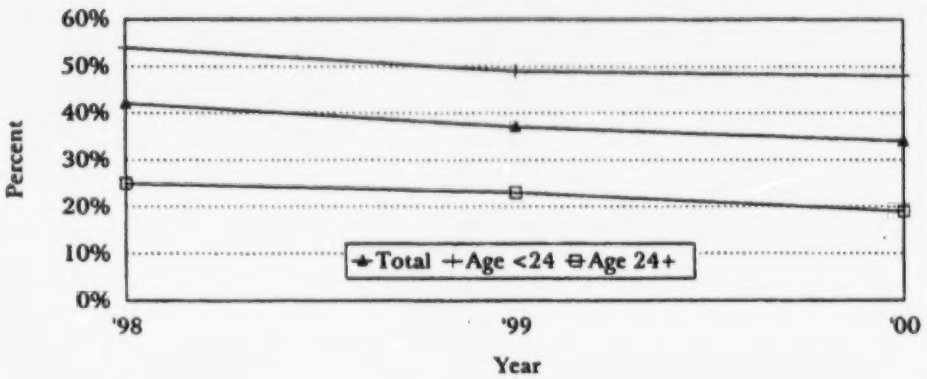
Figure 2
What Students Like Best About JCCC



Note: Three years' of data are presented. In 1997, the question was open-ended, so responses are not strictly comparable with subsequent years.

- Figure 3 (next page) focuses on respondents who selected "small class sizes" as what they liked best about JCCC. Approximately half the new student respondents liked small class sizes best about JCCC (54% in '98 declining to 48% in '00). More than twice as many traditional students (age <24) than nontraditional students (age 24+) liked small class sizes best.

Figure 3
What Students Like Best About JCCC: Small Class Sizes



- For the three-year period, other differences were apparent between what traditional students (age less than 24) and nontraditional students (age 24 or older) liked best about JCCC. The other two top choices (in addition to small class sizes) for the age group <24 were "inexpensive, reasonable" (38% in '98 increasing to 41% in '00) and "attractive, well-maintained campus" (36% in '98, 37% in '99, and '31% in '00).

- New student respondents age 24+ liked the fact that JCCC is inexpensive, reasonable (47% in '98 and '99, 42% in '00); JCCC's convenient location (34% in '98, increasing to 39% in '00); and times classes are offered (32% in '98, 36% in '99, and 34% in '00).

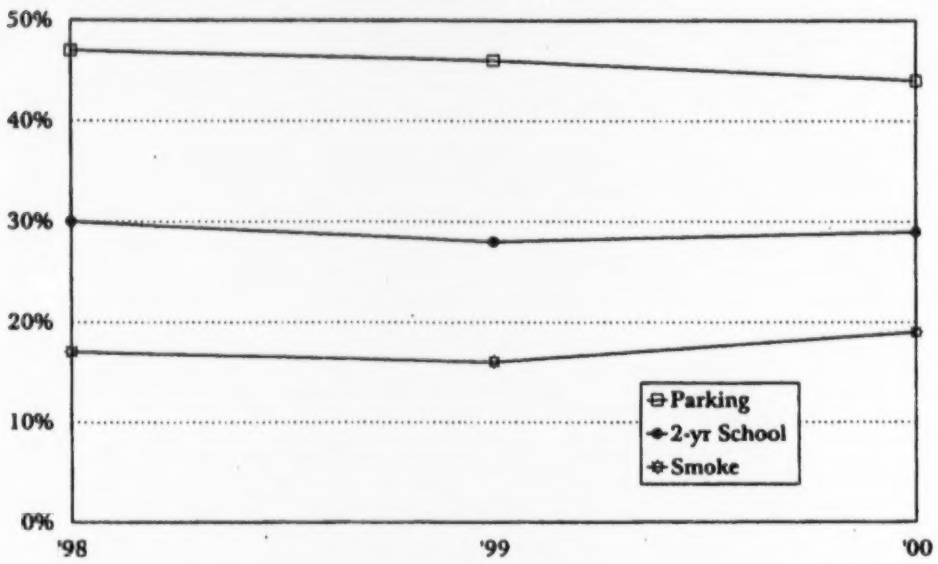
- Two possible trends to monitor over the next few years include a possible downward trend in the importance of small class sizes for all age groups, which has decreased slightly for all new student respondents from 42% in 1998 to 34% in 2000 and a possible upward trend in convenient location for new student respondents age 24+ (34% in '98 to 39% in '00).

What do new students like least about JCCC?

- Students were asked to select three choices representing what they like least about JCCC from a list of fourteen features of the college (see Table 3, Appendix A).

- Over the three-year period from 1998 to 2000, the most often cited "dislikes" about JCCC were parking (47% in '98 to '44% in '00, the fact that JCCC is a two-year school (range 28% - 30%), and smoke (range 16% - 19%). (See Figure 4, below.)

Figure 4
Top "Dislikes" of New Student Respondents



Note: Three years' of data are presented. In 1997, the question was open-ended, so responses are not strictly comparable with subsequent years..

- The three top "dislikes" for new student respondents younger than age 24 were parking (54% in '98 to 49% in '00), JCCC's status as a two-year school (range 30% - 36%), and too much smoke (range 21% - 28%).

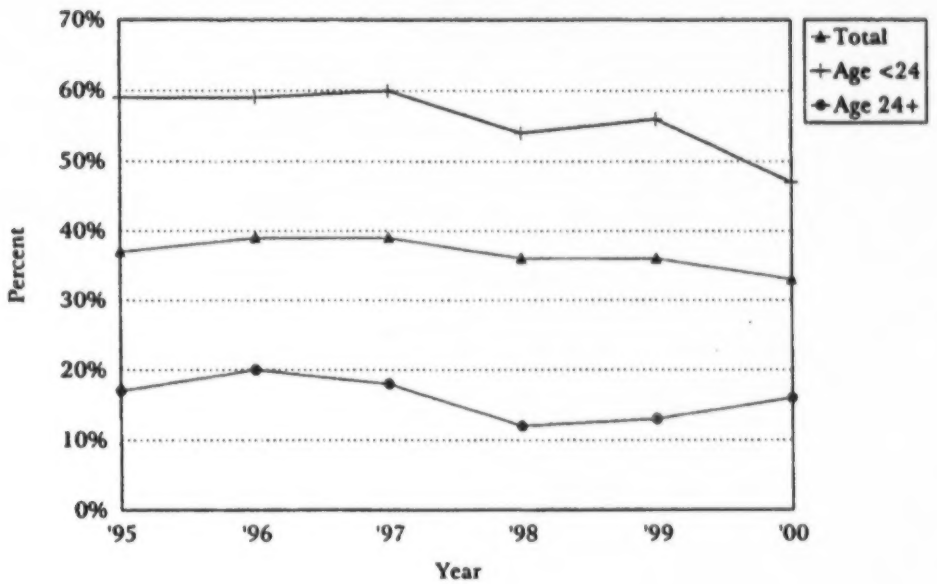
- The three top "dislikes" for new student respondents age 24+ were parking (range 37% - 38%), JCCC's status as a two-year school (range 22% - 26%), and the fact that it is hard to find one's way around campus (16% all three years).

What is the primary educational objective of new students?

- From '95 to '00, at least one-third of all new students surveyed indicated their educational objective was to transfer to another college or university (see Table 4, Appendix A).

- The transfer objective was most prevalent among new student respondents age <24, ranging from 47% to 60% during the six-year period (see Figure 5, below). This objective was much less prevalent among new student respondents age 24+ and ranged from 12% to 20%.

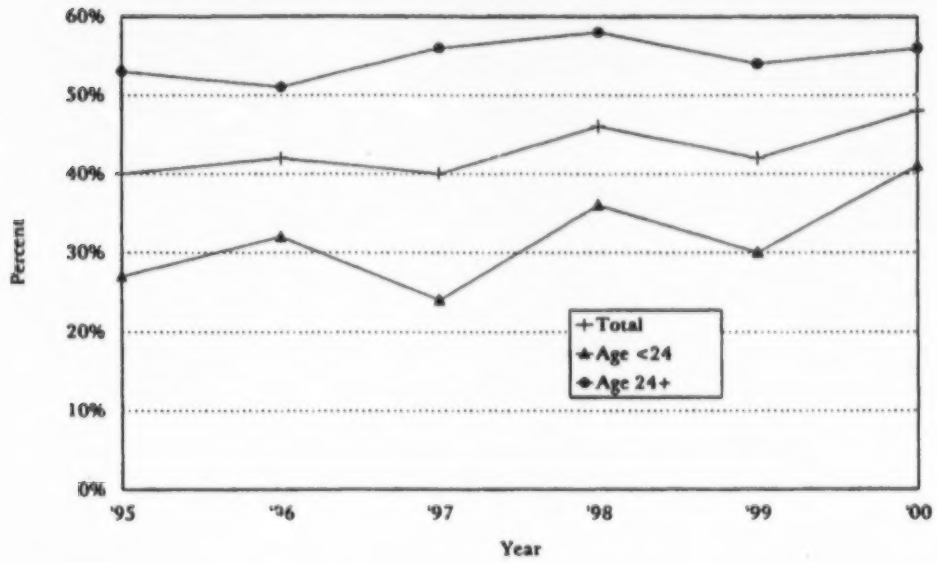
Figure 5
Educational Objective: Transfer to Another College or University by Age Group



- "Personal interest/self-improvement" was cited as the primary educational objective of between 12% and 18% of new student respondents over this time period.

- Career-related educational objectives of total respondents over time are depicted in Figure 6, below. Career-related objectives include prepare to change careers, improve skills for present job, prepare to enter the job market, and explore courses to decide on a career.

Figure 6
Career-related Educational Objectives by Age Group



- From 1995 to 2000, the percent of total new student respondents with career-related objectives ranged from 40% to 48%.

- The percent of traditional-aged new student respondents (age <24) who indicated their primary objective was career-related ranged from 24% to 41% and fluctuated both up and down over the six years.

- Consistently, over half of the nontraditional-aged new student respondents (age 24+) indicated their primary objective was career-related (range 51% - 58%).

INFLUENCES ON DECISION TO ATTEND *New Student Survey: '95-'00*

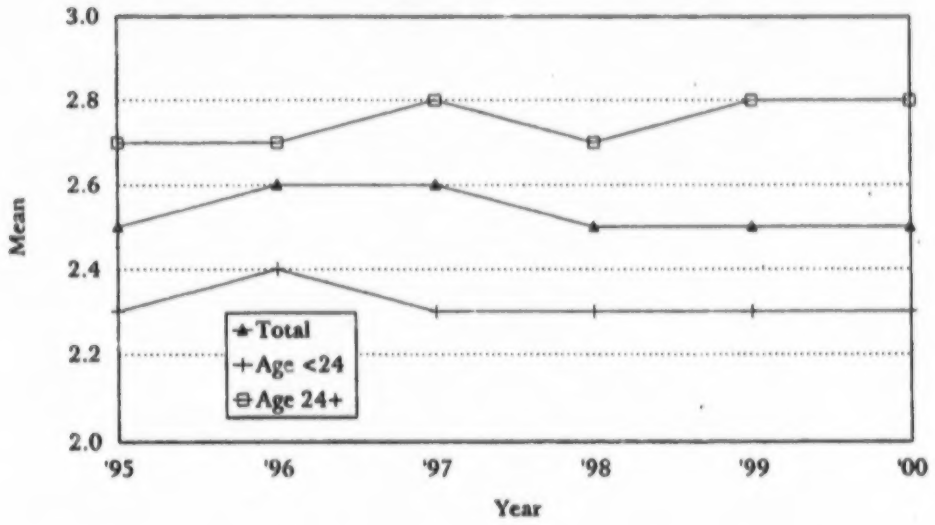
What factors influence new students' decision to attend JCCC?

- Students were asked to indicate how much their decision to attend JCCC was influenced by each of fifteen factors listed on the survey. Mean influence values for each of these factors (major influence=3, minor influence=2, not an influence=1) are detailed for the six-year period by age group in Table 5, Appendix A.

- Mean influence values exhibited little variability over the six years for almost all of the fifteen factors. The four top factors over the six years were "class times fit my schedule" (mean 2.5 - 2.7), "courses offered at JCCC" (mean 2.5 - 2.6), "can work while attending (mean 2.4 - 2.6)", and "cost of attending" (mean 2.4 - 2.5).

- Figure 7, below, illustrates the mean influence of courses offered at JCCC on the student's decision to attend JCCC. The mean influence is consistently higher for student respondents in the age group 24+ than it is for those in the age group <24.

Figure 7
Mean Influence of Courses Offered at JCCC on Decision to Attend



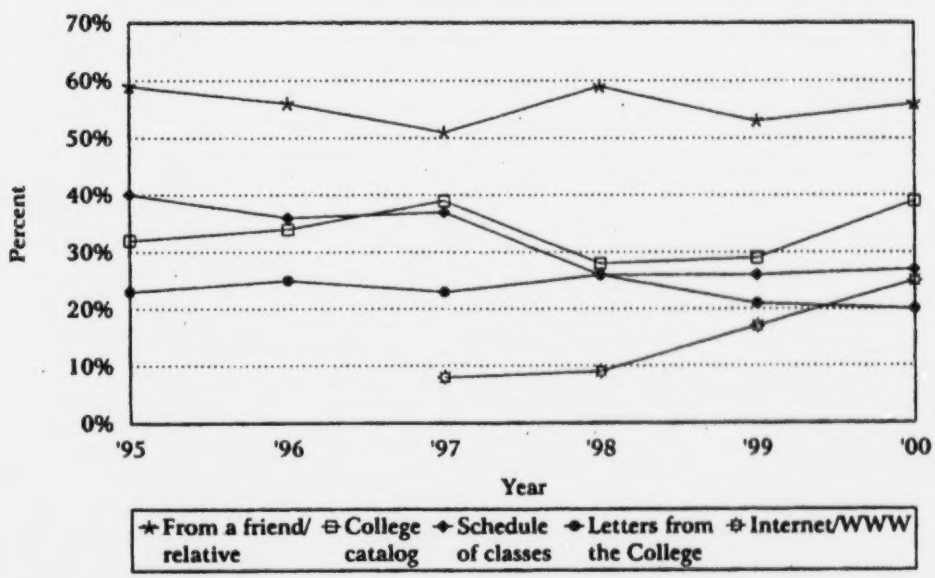
- "College class schedules/brochures" was a factor added to the survey in 1998. As the mean influence ratings for this factor increased slightly each of the three years, monitoring should continue to determine if this is the beginning of a trend.

How do new students hear about JCCC?

- The JCCC information source that showed the most change over the last six years was first included as a survey choice in 1998: Internet/WWW. The percent of total new respondents indicating the Internet/WWW was one of their information sources grew from 9% in 1998 to17% in 1999 to 25% in 2000. (See Table 6, Appendix A.)

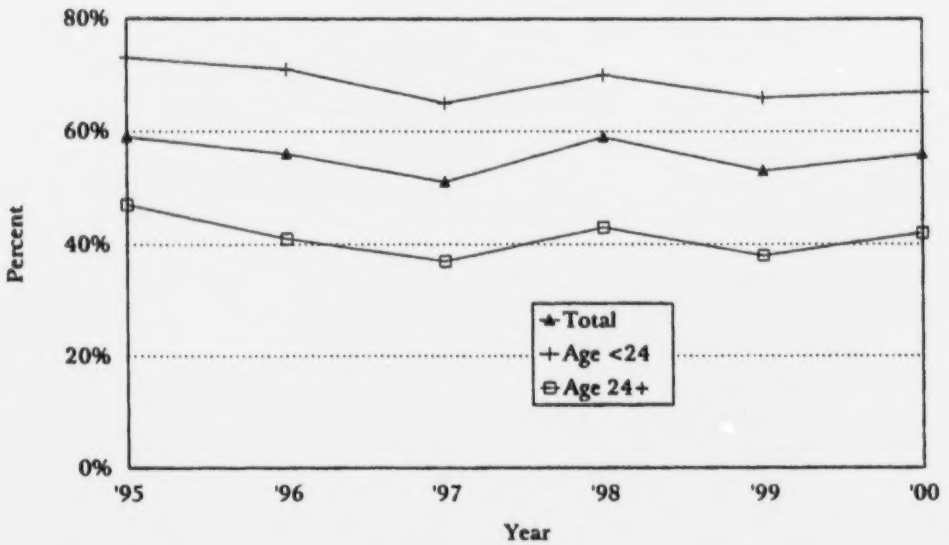
- Over the six years of the survey period, five sources were the most important: from a friend/relative, college catalog, schedule of classes, Internet/WWW, and letters from the College (see Figure 8, below).

Figure 8
Top Sources of Information About JCCC from 1995 to 2000



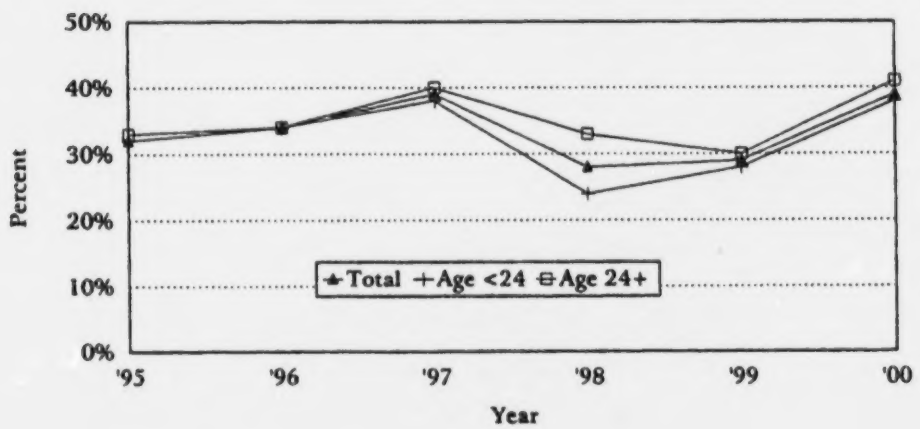
- Figure 9, next page, shows the top source of information about JCCC, word of mouth from a friend/relative. This source was cited by over half of new student respondents for each of the six years and was an especially important source for new students age <24. This reinforces the need to continue to enhance JCCC's reputation and deliver quality services, so the word of mouth generated is positive.

Figure 9
Heard About JCCC from a Friend/Relative



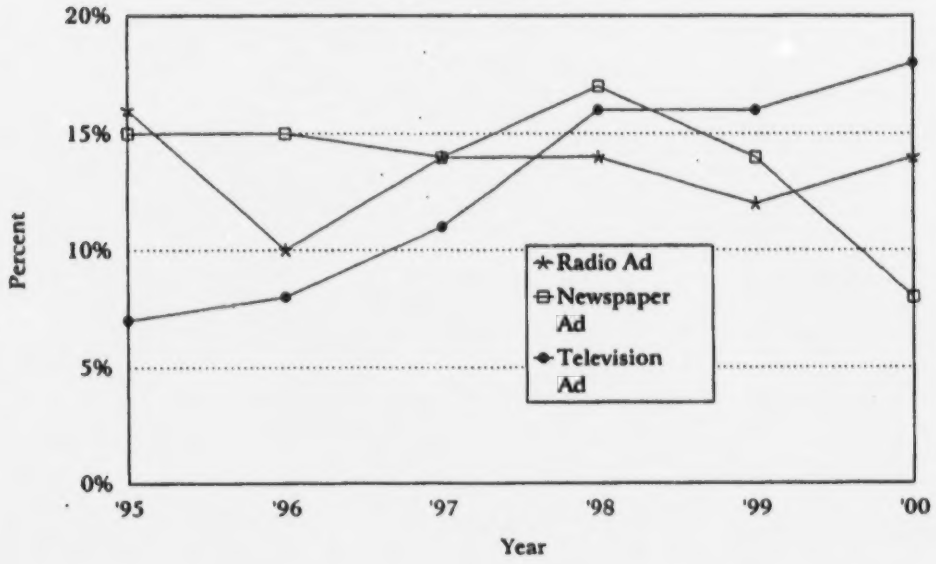
- The second most important source of information about JCCC is the college catalog (see Figure 10, below). In 2000, approximately 40% of total new student respondents heard about JCCC from this source.

Figure 10
Heard About JCCC from the College Catalog



- Figure 11, below, depicts the percent of total respondents who indicated that they heard about JCCC through paid advertising (radio, newspaper, or television). This percentage increased about 2½ times for television advertising from 7% in '95 to 18% in '00.

Figure 11
Heard About JCCC from Paid Advertising Sources

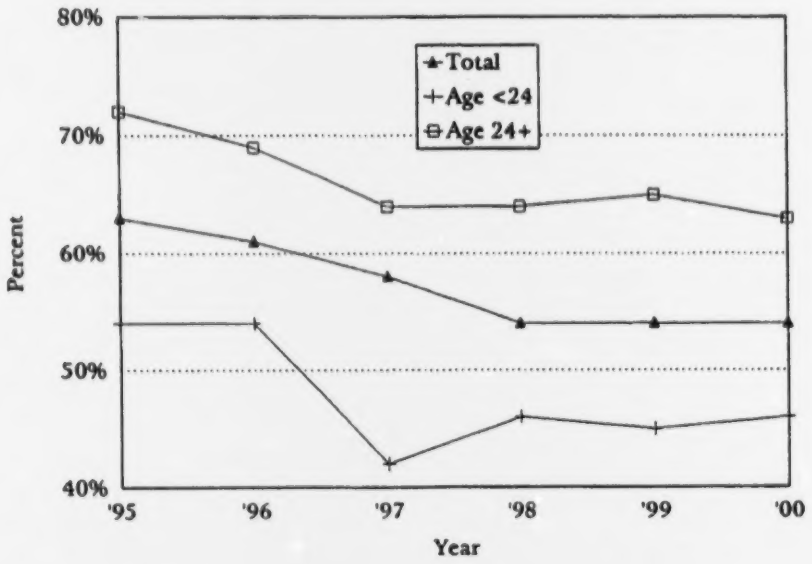


Which newspapers do new JCCC students read most frequently?

- The percent of new student respondents who read a newspaper at least weekly was two to three times higher for the *Kansas City Star* than for any other newspaper (see Table 7, Appendix A),.

- The percent of new student respondents reading the *Kansas City Star* at least weekly declined from 63% in '95 to 54% in '00 for total respondents and decreased over that time period for both age groups as well. (See Figure 12, below.)

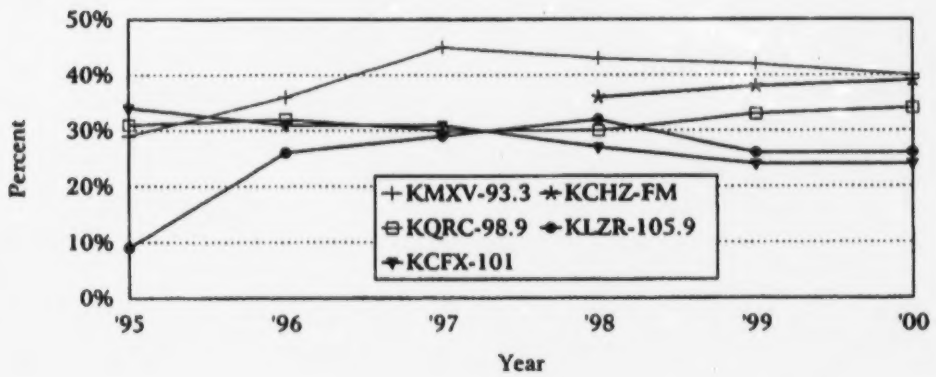
Figure 12
Percent Reading *Kansas City Star* at Least Weekly



Which radio stations do new JCCC students prefer?

- The five top radio stations are listed in Table 8, Appendix A, and Figure 13, below.The five top radio stations (listenership figures from the 2000 survey are in parentheses) include KMXV - 93.3 FM (40%), KCHZ (39%), KQRC (34%), KLZR (26%), and KCFX - 101 (24%).

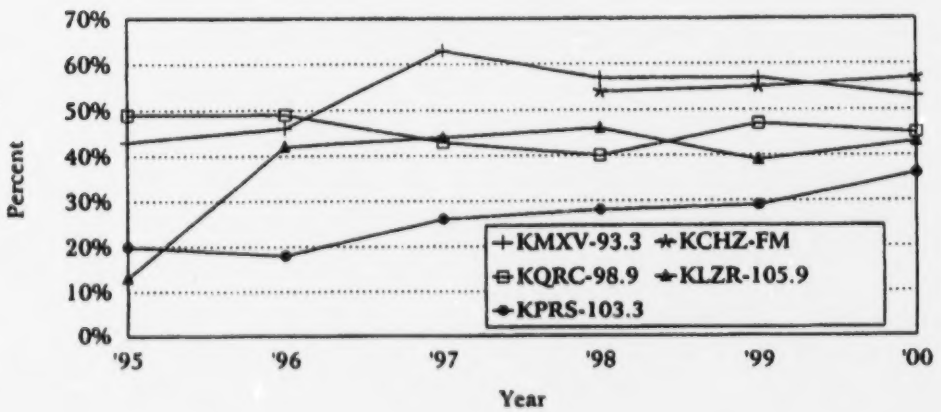
Figure 13
Top Five Radio Stations



Note: Only three years' of data are available for KCHZ.

- The top five radio stations for respondents age <24 are the same as for total respondents and are depicted in Figure 14, below. Listenership for the top two radio stations exceeded 50% for at least the last three years.

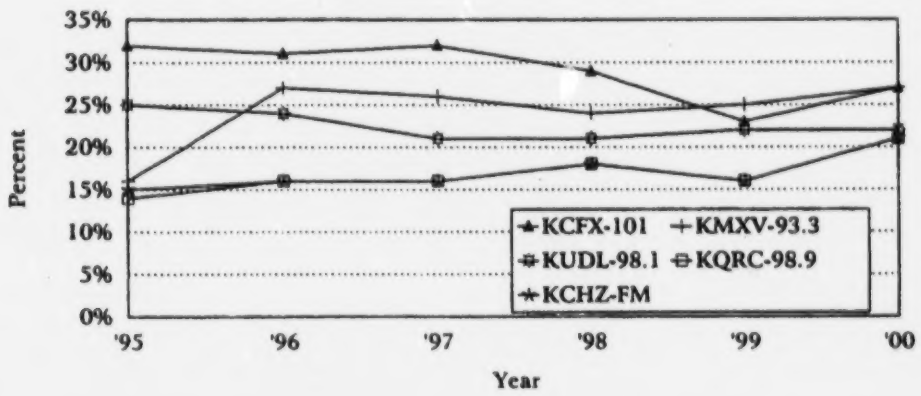
Figure 14
Top Five Radio Stations: Respondents Age <24



Note: Only three years' of data are available for KCHZ.

- Three of the top five radio stations for all new student respondents and new student respondents age <24 also appear on the list of the top five stations for respondents age 24+: KMXV, KCHZ, and KQRC. The two other stations that complete the list of the top five stations for new student respondents age 24+ are KCFX and KUDL (see Figure 15, below).

Figure 15
Top Five Radio Stations: Respondents Age 24+

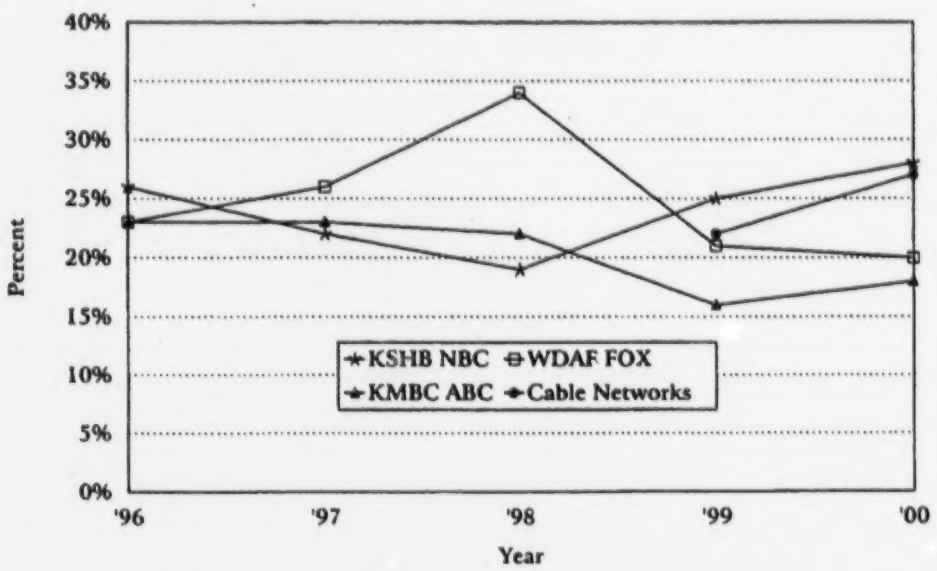


- As in the past, listenership by respondents age 24+ for any radio station was much lower than for respondents age <24. The highest percentage of listenership reported for any station in Fall 2000 for the respondent group age 24+ was 27%, compared with 57% for any station for the age <24 respondent age group.

Which TV stations do new JCCC students watch most often?

- The three TV stations watched most often by new student respondents over the five years for which data are available are: WDAF FOX (20% - 34%), KSHB NBC (19% - 28%), and KMBC ABC (16% - 23%). (See Table 9, Appendix A, and Figure 16, below.)

Figure 16
TV Station Watched Most Often



Note: Only two years' of data are available for "cable networks."

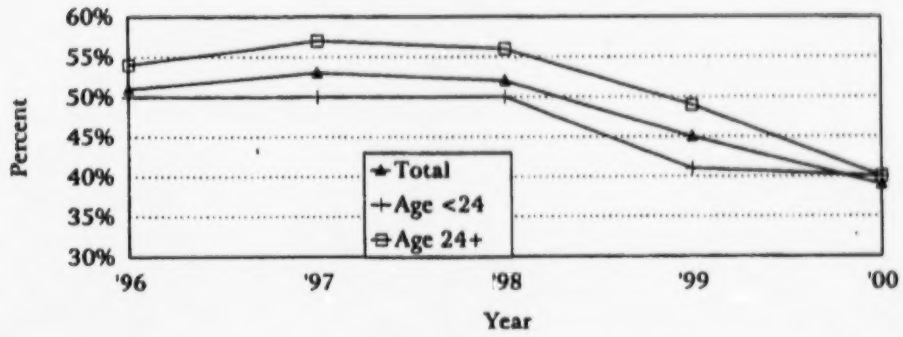
- Although there is some fluctuation in viewership for the stations depicted in Figure 16, above, KSHB NBC appears to be trending upward.

- There were some noticeable differences in cable network viewing between traditional and nontraditional students. In 2000, 34% of traditional students (age <24) preferred cable networks compared to 20% of nontraditional students. (Only two years' of data are available for cable network viewership.)

When did new JCCC students register for class?

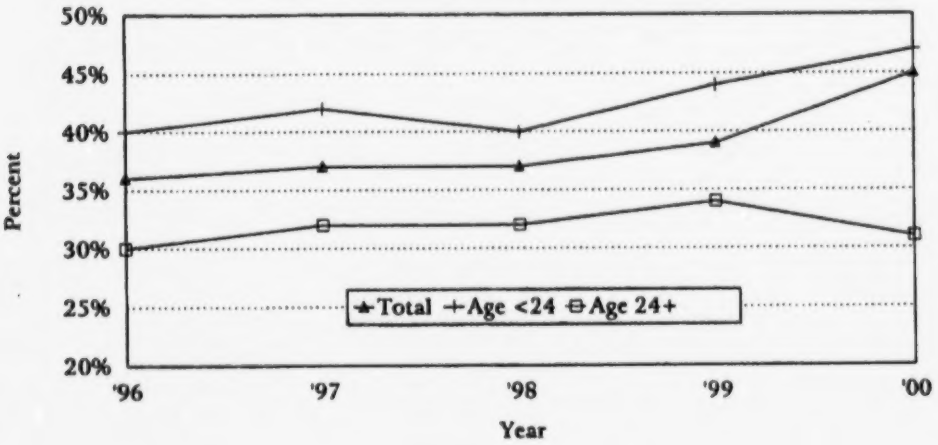
- On-campus registration in mid-August declined to 39% in 2000 from 51% in 1996. (See Table 10, Appendix A, and Figure 17, below.)

Figure 17
On-Campus Registration in August by Age Group



- Correspondingly, early registration increased from 36% in '96 to 45% in 2000. (See Figure 18, below.) Most of the increase in early registration appeared to be in the traditional age group (<24 years), from 40% in '96 to 47% in '00.

Figure 18
Early Registration (July) by Age Group



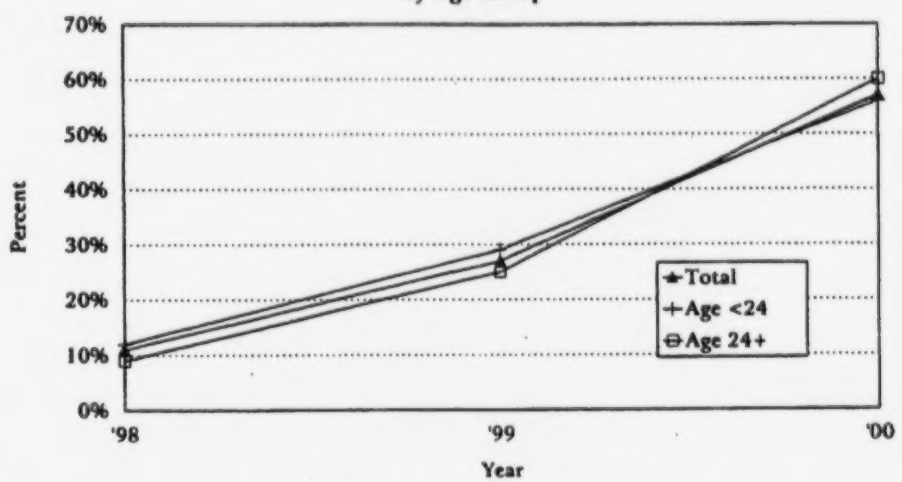
- An increase in early registration has marketing implications.

How did new JCCC students register for class?

- The percent of respondents using in-person registration declined from 69% in 1998 to 30% in 2000. (See Table 11, Appendix A.)

- During the same time period, registration by the Internet/WWW increased from 11% in 1998 to 57%. The magnitude of the increases was approximately the same for both age groups. (See Figure 19, below.)

Figure 19
How New Students Registered for Class: Internet/WWW
by Age Group



What are the demographic characteristics of the new students?

Age

- Traditional students (23 or younger) comprised from 48% to 57% of those surveyed and nontraditional students (24 or older) comprised 43% to 52% of those surveyed. (See Table 12, Appendix A.)

Gender

- The percent of female respondents over the six-year period ranged from 61% to 68%.

Areas of Residence

- The areas of residence of the new student respondents are contained in Table 13, Appendix A. The percent of new student respondents residing in Johnson County ranged from 70% to 75%.

APPENDIX A

TABLED SURVEY RESULTS

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Table 1
Overall Rating of JCCC

Rating	Year					
	1995	1996	1997	1998	1999	2000
Excellent (5)						
Total	n/a	n/a	42%	39%	39%	34%
Age <24	n/a	n/a	36	38	35	34
Age 24+	n/a	n/a	48	41	43	34
Good (4)						
Total	n/a	n/a	47%	50%	49%	52%
Age <24	n/a	n/a	53	52	54	52
Age 24+	n/a	n/a	41	49	45	51
Average (3)						
Total	n/a	n/a	9%	8%	7%	10%
Age <24	n/a	n/a	9	8	7	10
Age 24+	n/a	n/a	9	8	7	9
Fair (2)						
Total	n/a	n/a	2%	2%	4%	4%
Age <24	n/a	n/a	1	2	3	3
Age 24+	n/a	n/a	2	3	4	4
Poor (1)						
Total	n/a	n/a	0%	1%	1%	2%
Age <24	n/a	n/a	0	1	1	1
Age 24+	n/a	n/a	0	0	1	2
Mean						
Total	n/a	n/a	4.30	4.25	4.22	4.13
Age <24	n/a	n/a	4.24	4.24	4.20	4.16
Age 24+	n/a	n/a	4.36	4.26	4.25	4.11
No. of respondents						
Total	n/a	n/a	603	685	607	676
Age <24	n/a	n/a	307	398	327	357
Age 24+	n/a	n/a	292	284	272	295

Table 2
What Students Like Best About JCCC

	Year					
	1995	1996	1997	1998	1999	2000
Inexpensive, reasonable						
Total	n/a	n/a	8%	42%	42%	42%
Age <24	n/a	n/a	6	38	40	41
Age 24+	n/a	n/a	8	47	47	42
Small class sizes						
Total	n/a	n/a	16%	42%	37%	34%
Age <24	n/a	n/a	23	54	49	48
Age 24+	n/a	n/a	8	25	23	19
Convenient location						
Total	n/a	n/a	16%	27%	29%	30%
Age <24	n/a	n/a	8	22	22	22
Age 24+	n/a	n/a	23	34	37	39
Attractive, well-maintained campus						
Total	n/a	n/a	9%	32%	32%	30%
Age <24	n/a	n/a	8	36	37	31
Age 24+	n/a	n/a	10	26	27	28
Times classes offered						
Total	n/a	n/a	n/a	25%	30%	28%
Age <24	n/a	n/a	n/a	21	26	23
Age 24+	n/a	n/a	n/a	32	36	34
Good, knowledgeable teachers						
Total	n/a	n/a	32%	26%	24%	26%
Age <24	n/a	n/a	33	23	20	24
Age 24+	n/a	n/a	30	29	31	28
Friendly teachers						
Total	n/a	n/a	n/a	28%	25%	19%
Age <24	n/a	n/a	n/a	32	28	23
Age 24+	n/a	n/a	n/a	21	21	15
Computers, technology						
Total	n/a	n/a	5%	19%	16%	15%
Age <24	n/a	n/a	5	17	12	16
Age 24+	n/a	n/a	6	22	20	15
Variety of classes offered						
Total	n/a	n/a	18%	17%	19%	20%
Age <24	n/a	n/a	14	15	16	17
Age 24+	n/a	n/a	22	21	23	24

Note: For '97, "friendly teachers" is included in "good, knowledgeable teachers" and "times classes offered" is included in "variety of classes offered."

Table 3
What Students Like Least About JCCC

	Year					
	1995	1996	1997	1998	1999	2000
Parking						
Total	n/a	n/a	27%	47%	46%	44%
Age <24	n/a	n/a	23	54	53	49
Age 24+	n/a	n/a	30	38	38	37
Only a two-year school						
Total	n/a	n/a	2%	30%	28%	29%
Age <24	n/a	n/a	3	36	30	33
Age 24+	n/a	n/a	2	22	26	26
Too much smoke						
Total	n/a	n/a	2%	17%	16%	19%
Age <24	n/a	n/a	4	25	21	28
Age 24+	n/a	n/a	1	7	9	8
Enrollment confusing, complicated						
Total	n/a	n/a	4%	14%	13%	14%
Age <24	n/a	n/a	1	13	15	14
Age 24+	n/a	n/a	7	15	11	12
Hard to find way around campus						
Total	n/a	n/a	7%	13%	13%	11%
Age <24	n/a	n/a	4	11	10	8
Age 24+	n/a	n/a	10	16	16	16
Classes that are full/cancelled						
Total	n/a	n/a	4%	12%	11%	11%
Age <24	n/a	n/a	2	12	10	11
Age 24+	n/a	n/a	5	13	11	10
Social life						
Total	n/a	n/a	5%	11%	10%	7%
Age <24	n/a	n/a	8	17	17	13
Age 24+	n/a	n/a	1	3	1	1
Specific teacher						
Total	n/a	n/a	3%	8%	7%	8%
Age <24	n/a	n/a	4	10	8	12
Age 24+	n/a	n/a	2	6	6	4

Table 4
Educational Objective

	Year					
	1995	1996	1997	1998	1999	2000
Transfer to another coll./univ.						
Total	37%	39%	39%	36%	36%	33%
Age <24	59	59	60	54	56	47
Age 24+	17	20	18	12	13	16
Pers. interest/self-improvement						
Total	14%	13%	12%	12%	15%	18%
Age <24	6	4	7	3	4	8
Age 24+	21	22	17	23	27	30
Improve skills for present job						
Total	11%	12%	12%	9%	12%	10%
Age <24	0	2	2	2	2	3
Age 24+	20	21	22	17	22	18
Prepare to change careers						
Total	12%	11%	12%	14%	12%	14%
Age <24	2	1	2	3	1	4
Age 24+	22	22	22	29	23	27
Prepare to enter job market						
Total	10%	12%	8%	11%	11%	12%
Age <24	14	17	8	14	15	17
Age 24+	7	6	8	7	6	5
Explore courses to decide on career						
Total	7%	7%	8%	12%	7%	12%
Age <24	11	12	12	17	12	17
Age 24+	4	2	4	5	3	6
Other						
Total	8%	6%	10%	7%	8%	6%
Age <24	7	5	10	8	10	8
Age 24+	8	7	9	7	5	3
No. of respondents						
Total	936	739	605	712	618	681
Age <24	446	367	307	405	336	360
Age 24+	487	362	294	304	282	297

Table 5
Influences on Decision to Attend JCCC: Mean Ratings

	Year					
	1995	1996	1997	1998	1999	2000
Class times fit my schedule						
Total	2.6	2.7	2.6	2.5	2.5	2.6
Age <24	2.4	2.6	2.5	2.4	2.3	2.4
Age 24+	2.7	2.7	2.7	2.6	2.7	2.7
Courses offered at JCCC						
Total	2.5	2.6	2.6	2.5	2.5	2.5
Age <24	2.3	2.4	2.3	2.3	2.3	2.3
Age 24+	2.7	2.7	2.8	2.7	2.8	2.8
Can work while attending						
Total	2.5	2.5	2.6	2.5	2.4	2.5
Age <24	2.5	2.5	2.6	2.4	2.4	2.6
Age 24+	2.5	2.5	2.6	2.5	2.4	2.5
Cost of attending						
Total	2.5	2.5	2.5	2.4	2.4	2.5
Age <24	2.6	2.6	2.6	2.5	2.4	2.5
Age 24+	2.4	2.4	2.5	2.4	2.4	2.4
Location of campus						
Total	2.6	2.5	2.5	2.3	2.3	2.4
Age <24	2.5	2.5	2.5	2.3	2.2	2.3
Age 24+	2.6	2.6	2.6	2.3	2.4	2.4
High quality teaching						
Total	2.3	2.3	2.4	2.2	2.2	2.2
Age <24	2.4	2.3	2.4	2.2	2.1	2.2
Age 24+	2.2	2.2	2.4	2.2	2.2	2.2
JCCC's vocational/academic reputation						
Total	2.1	2.1	2.1	2.0	2.1	2.0
Age <24	2.1	2.1	2.0	2.0	2.0	2.0
Age 24+	2.1	2.2	2.3	2.0	2.1	2.0
Small class size						
Total	2.0	2.0	2.1	2.0	2.0	2.0
Age <24	2.2	2.3	2.3	2.2	2.2	2.2
Age 24+	1.8	1.8	1.9	1.7	1.8	1.8
Availability of financial aid						
Total	1.6	1.5	1.6	1.6	1.6	1.6
Age <24	1.8	1.7	1.8	1.7	1.8	1.8
Age 24+	1.4	1.4	1.4	1.4	1.3	1.4

Note: Mean influence ratings are based on a 3-point scale, with 3=major influence, 2=minor influence, and 1=not an influence.

Table 5 (cont'd)
Influences on Decision to Attend JCCC: Mean Ratings

	Year					
	1995	1996	1997	1998	1999	2000
College catalog/class schedule/brochures						
Total	n/a	n/a	n/a	1.7	1.8	1.9
Age <24	n/a	n/a	n/a	1.7	1.7	1.9
Age 24+	n/a	n/a	n/a	1.8	1.8	2.0
Advice of friends/relatives						
Total	1.6	1.6	1.7	1.5	1.5	1.5
Age <24	1.8	1.8	1.9	1.6	1.7	1.6
Age 24+	1.4	1.4	1.4	1.3	1.4	1.4
Advice of parents						
Total	1.5	1.5	1.5	1.4	1.4	1.4
Age <24	1.9	1.9	2.0	1.7	1.7	1.7
Age 24+	1.1	1.1	1.1	1.1	1.1	1.1
Advertisements about the college						
Total	1.4	1.4	1.4	1.3	1.3	1.4
Age <24	1.4	1.4	1.4	1.3	1.3	1.4
Age 24+	1.4	1.4	1.4	1.3	1.3	1.4
Advice of high school counselor/teacher						
Total	1.3	1.2	1.3	1.2	1.2	1.2
Age <24	1.5	1.4	1.5	1.3	1.3	1.4
Age 24+	1.0	1.1	1.1	1.0	1.1	1.0
Advice of a college faculty member						
Total	1.2	1.3	1.3	1.2	1.2	1.2
Age <24	1.3	1.4	1.3	1.2	1.2	1.3
Age 24+	1.2	1.2	1.2	1.1	1.2	1.1

Note: Mean influence ratings are based on a 3-point scale, with 3=major influence, 2=minor influence, and 1=not an influence.

Table 6
Heard About JCCC From These Sources

	Year					
	1995	1996	1997	1998	1999	2000
From a friend/relative						
Total	59%	56%	51%	59%	53%	56%
Age <24	73	71	65	70	66	67
Age 24+	47	41	37	43	38	42
College catalog						
Total	32%	34%	39%	28%	29%	39%
Age <24	32	34	38	24	28	38
Age 24+	33	34	40	33	30	41
Schedule of classes						
Total	40%	36%	37%	26%	26%	27%
Age <24	33	27	31	20	18	21
Age 24+	46	44	43	34	35	33
Letters from the college						
Total	23%	25%	23%	26%	21%	20%
Age <24	38	39	38	37	32	32
Age 24+	9	10	9	11	10	5
Internet/WWW						
Total	n/a	n/a	8%	9%	17%	25%
Age <24	n/a	n/a	6	9	17	27
Age 24+	n/a	n/a	10	9	16	25
Television ad						
Total	7%	8%	11%	16%	16%	18%
Age <24	10	10	13	20	20	25
Age 24+	5	5	10	11	12	10
Brochures						
Total	18%	18%	16%	20%	15%	16%
Age <24	22	24	21	21	17	17
Age 24+	14	13	11	18	12	15
Newspaper or magazine ad						
Total	15%	15%	14%	17%	14%	8%
Age <24	15	13	13	14	11	11
Age 24+	16	16	15	21	18	20
Radio ad						
Total	16%	10%	14%	14%	12%	14%
Age <24	18	11	17	19	15	17
Age 24+	14	9	10	9	10	10

Table 6 (cont'd)
Heard About JCCC From These Sources

	Year					
	1995	1996	1997	1998	1999	2000
Talking with college representative						
Total	9%	10%	9%	13%	11%	11%
Age <24	12	12	13	17	14	16
Age 24+	6	7	5	8	7	5
High school newspaper ad						
Total	n/a	6%	6%	7%	6%	8%
Age <24	n/a	13	12	12	11	11
Age 24+	n/a	0	0	1	0	0
Newspaper or magazine article						
Total	8%	6%	5%	6%	5%	6%
Age <24	7	6	6	6	3	7
Age 24+	8	5	5	6	7	5
Yellow Pages						
Total	3%	2%	2%	3%	3%	3%
Age <24	2	1	2	3	2	4
Age 24+	3	2	2	3	4	2
No. of respondents						
Total	936	739	609	713	627	681
Age <24	446	369	309	406	336	360
Age 24+	487	370	296	304	282	297

Table 7
Percent of Respondents Reading Newspapers at Least Weekly

	Year					
	1995	1996	1997	1998	1999	2000
Kansas City Star						
Total	63%	61%	58%	54%	54%	54%
Age <24	54	54	52	46	45	46
Age 24+	72	69	64	64	65	63
Sun Newspapers						
Total	19%	21%	25%	13%	16%	7%
Age <24	15	16	17	9	10	9
Age 24+	23	25	33	19	22	6
Olathe Daily News						
Total	13%	10%	9%	9%	7%	9%
Age <24	14	9	11	9	7	12
Age 24+	13	11	6	9	9	5
Lawrence Journal-World						
Total	n/a	n/a	12%	12%	11%	15%
Age <24	n/a	n/a	14	14	13	10
Age 24+	n/a	n/a	10	9	8	20
Pitch Weekly						
Total	n/a	n/a	17%	17%	18%	17%
Age <24	n/a	n/a	20	16	21	18
Age 24+	n/a	n/a	13	17	13	17
USA Today						
Total	n/a	n/a	10%	9%	11%	8%
Age <24	n/a	n/a	8	7	9	7
Age 24+	n/a	n/a	12	11	15	9
Other Newspapers						
Total	43%	37%	21%	24%	23%	19%
Age <24	42	38	18	24	23	19
Age 24+	42	36	23	22	21	18

Note: For '95-'96, "Other Newspapers" includes *Lawrence Journal-World*, *Pitch Weekly*, and *USA Today*.

Table 8
Preferred Radio Stations

	Year					
	1995	1996	1997	1998	1999	2000
KMXV-93.3						
Total	29%	36%	45%	43%	42%	40%
Age <24	43	46	63	57	57	53
Age 24+	16	27	26	24	25	27
KCHZ-FM						
Total	n/a	n/a	n/a	36%	38%	39%
Age <24	n/a	n/a	n/a	54	55	57
Age 24+	n/a	n/a	n/a	13	18	20
KQRC-98.9						
Total	31%	32%	30%	30%	33%	34%
Age <24	49	49	43	40	47	45
Age 24+	15	16	16	18	16	21
KLZR-105.9						
Total	9%	26%	29%	32%	26%	26%
Age <24	13	42	44	46	39	43
Age 24+	6	11	14	12	10	8
KISS-107.3						
Total	15%	32%	31%	n/a	n/a	n/a
Age <24	24	47	48	n/a	n/a	n/a
Age 24+	6	18	13	n/a	n/a	n/a
KSRC-FM						
Total	n/a	n/a	n/a	n/a	20%	19%
Age <24	n/a	n/a	n/a	n/a	23	20
Age 24+	n/a	n/a	n/a	n/a	17	18
KBEQ-104.3						
Total	23%	23%	21%	22%	19%	18%
Age <24	31	32	28	27	25	24
Age 24+	15	15	13	15	13	11
KUDL-98.1						
Total	24%	23%	21%	20%	18%	17%
Age <24	23	22	22	19	16	14
Age 24+	25	24	21	21	22	22
KFKF-94.1						
Total	24%	24%	22%	21%	18%	17%
Age <24	30	32	29	24	23	20
Age 24+	18	16	15	16	12	14

Table 8 (cont'd)
Preferred Radio Stations

	Year					
	1995	1996	1997	1998	1999	2000
KPRS-103.3						
Total	12%	12%	17%	19%	18%	22%
Age <24	20	18	26	28	29	36
Age 24+	5	7	9	7	5	6
KCMO-94.9						
Total	17%	16%	18%	16%	15%	14%
Age <24	16	17	18	18	15	18
Age 24+	17	16	17	14	15	10
KYYS-102.1						
Total	25%	22%	31%	15%	14%	15%
Age <24	30	25	41	16	16	17
Age 24+	21	18	20	15	13	13
KCFX-101						
Total	34%	31%	31%	27%	24%	24%
Age <24	36	31	30	26	25	23
Age 24+	32	31	32	28	23	27
KLTH - 99.7						
Total	17%	17%	17%	n/a	n/a	n/a
Age <24	19	19	19	n/a	n/a	n/a
Age 24+	15	14	15	n/a	n/a	n/a
No. of respondents						
Total	936	739	609	713	627	681
Age <24	446	367	309	406	336	360
Age 24+	487	362	296	304	282	297

Table 9
Preferred Television Stations

	Year					
	1995	1996	1997	1998	1999	2000
KSHB NBC						
Total	n/a	26%	22%	19%	25%	28%
Age <24	n/a	26	26	20	23	30
Age 24+	n/a	26	19	17	28	26
WDAF FOX						
Total	n/a	23%	26%	34%	21%	20%
Age <24	n/a	30	30	41	19	21
Age 24+	n/a	16	22	25	23	21
KMBC ABC						
Total	n/a	23%	23%	22%	16%	18%
Age <24	n/a	22	21	20	14	16
Age 24+	n/a	24	25	26	20	21
KCTV CBS						
Total	n/a	11%	11%	13%	8%	9%
Age <24	n/a	8	7	10	4	8
Age 24+	n/a	13	16	17	12	10
KCPT PUBLIC						
Total	n/a	6%	4%	3%	3%	3%
Age <24	n/a	2	1	1	1	1
Age 24+	n/a	11	8	6	6	4
KSMO INDE						
Total	n/a	3%	3%	3%	9%	8%
Age <24	n/a	4	3	3	13	12
Age 24+	n/a	2	3	2	4	4
More than one						
Total	n/a	8%	11%	6%	n/a	n/a
Age <24	n/a	10	13	4	n/a	n/a
Age 24+	n/a	7	9	7	n/a	n/a
Cable networks						
Total	n/a	n/a	n/a	n/a	22%	27%
Age <24	n/a	n/a	n/a	n/a	31	34
Age 24+	n/a	n/a	n/a	n/a	12	20
Other						
Total	n/a	n/a	n/a	0%	3%	3%
Age <24	n/a	n/a	n/a	1	4	3
Age 24+	n/a	n/a	n/a	0	2	3
No. of respondents						
Total	n/a	674	609	655	627	681
Age <24	n/a	344	294	381	336	360
Age 24+	n/a	328	276	272	282	297

Table 10
When Students Registered for Class

	Year						2001
	1995	1996	1997	1998	1999	2000	
On-campus registration (mid-August)							
Total	n/a	51%	53%	52%	45%	39%	45%
Age <24	n/a	50	50	50	41	40	
Age 24+	n/a	54	57	56	49	50	
Early registration (July)							
Total	n/a	36%	37%	37%	39%	45%	38%
Age <24	n/a	40	42	40	44	47	
Age 24+	n/a	30	32	32	34	31	
Late registration (1st week of							
Total	n/a	9%	8%	9%	12%	11%	12%
Age <24	n/a	7	5	8	10	8	
Age 24+	n/a	12	11	10	13	14	
Don't know							
Total	n/a	3%	1%	2%	5%	5%	4%
Age <24	n/a	3	2	2	5	5	
Age 24+	n/a	3	0	1	3	4	
More than one answer							
Total	n/a	1%	0%	0%	n/a	n/a	n/a
Age <24	n/a	1	0	0	n/a	n/a	
Age 24+	n/a	1	0	1	n/a	n/a	
No. of respondents							
Total	n/a	727	606	694	616	663	412
Age <24	n/a	366	308	398	333	349	
Age 24+	n/a	359	294	293	274	297	

Table 11
How Students Registered for Class

	Year						
	1995	1996	1997	1998	1999	2000	
In person							
Total	n/a	n/a	n/a	69%	43%	30%	31%
Age <24	n/a	n/a	n/a	64	41	27	
Age 24+	n/a	n/a	n/a	78	43	32	
Phone							
Total	n/a	n/a	n/a	21%	31%	13%	17%
Age <24	n/a	n/a	n/a	25	30	16	
Age 24+	n/a	n/a	n/a	15	32	8	
Internet/WWW							
Total	n/a	n/a	n/a	11%	27%	57%	52%
Age <24	n/a	n/a	n/a	12	29	56	
Age 24+	n/a	n/a	n/a	9	25	60	
Respondents							
Total	n/a	n/a	n/a	690	614	680	
Age <24	n/a	n/a	n/a	395	331	360	
Age 24+	n/a	n/a	n/a	292	274	296	

Table 12
Demographic Profile

	Year					
	1995	1996	1997	1998	1999	2000
Female						
Total	64%	61%	62%	62%	67%	68%
Age <24	n/a	49	53	57	54	55
Age 24+	n/a	51	47	43	46	45
Male						
Total	36%	39%	38%	38%	33%	32%
Age <24	n/a	52	46	57	56	55
Age 24+	n/a	48	54	43	44	45
Age						
15-17	n/a	1%	1%	1%	1%	1%
18-20	n/a	42	41	47	44	42
21-23	n/a	7	10	9	9	11
24-26	n/a	7	8	6	6	7
27-29	n/a	7	6	6	6	6
30-39	n/a	17	14	15	17	14
40-49	n/a	14	13	10	9	12
50-59	n/a	4	5	4	6	5
60+	n/a	2	4	2	2	2
Traditional (age <24)	48%	50%	51%	57%	54%	55%
Nontraditional (age 24+)	52	50	49	43	46	45
Mean Age	28.8	28	28.9	27.3	27.7	27.7
No. of respondents	933	739	605	710	618	657

Table 13
Areas of Residence

	Year					
	1995	1996	1997	1998	1999	2000
Johnson County						
Overland Park	n/a	21.0%	25.8%	25.3%	24.6%	22.9%
Eastern Suburbs	n/a	6.5	5.4	4.7	4.4	6.1
Northern Suburbs	n/a	7.6	8.4	6.4	9.5	9.0
Olathe	n/a	16.9	15.8	19.0	12.8	14.2
Shawnee/Lenexa	n/a	14.2	14.4	12.3	13.9	14.2
Southern Rural	n/a	2.5	2.3	1.9	2.1	1.9
Western Rural	n/a	2.6	2.6	2.6	2.9	3.7
Sub-total Johnson County	n/a	71.3%	74.8%	72.2%	70.2%	72.0%
Kansas City, KS	n/a	4.4%	3.9%	4.0%	3.9%	4.1%
Missouri	n/a	4.6%	0.2%	0.6%	4.7%	5.5%
Other KS	n/a	10.9%	10.5%	11.0%	8.8%	8.6%
Lawrence, KS	n/a	7.9%	10.0%	11.8%	11.8%	9.5%
Other	n/a	0.0%	0.5%	0.6%	0.6%	0.3%
Total	n/a	100.0%	99.9%	100.2%	100.0%	100.0%

APPENDIX B

QUESTIONNAIRE AND COVER LETTER

FALL 2000 FIRST-TIME STUDENT SURVEY

Johnson County Community College

12345 College Boulevard Overland Park, Kansas (913) 469-8500

Dear New Student,

Johnson County Community College is conducting this survey to evaluate and improve our services to you. Your responses will be kept strictly confidential and reported as grouped data only. Please return your completed survey in the enclosed postpaid envelope. Thank you for your help!

NOTE: Please fill in the ovals completely. Make no stray marks. Your comments are welcome; please write them in the Comments section on the last page, attaching additional sheets if you like.

1. Overall, based on your experience as a new student, how would you rate JCCC?

- O Poor
- O Fair
- O Average
- O Good
- O Excellent

2. Which of the following best describes your reason for coming to JCCC? (Mark only ONE)

- O Transfer to another college/university
- O Prepare to enter job market
- O Improve skills for present job
- O Explore courses to decide on career
- O Remedy or review basic skills
- O Personal interest or self-improvement
- O Prepare to change careers
- O Undecided

3. Which of the following do you like BEST about JCCC? (Mark UP TO 3)

- O Attractive, well-maintained campus
- O Computers, technology
- O Convenient location
- O Friendly, caring students
- O Friendly teachers
- O Good facility
- O Good, knowledgeable teachers
- O Helpful, service-oriented
- O Individual attention
- O Inexpensive, reasonable
- O Reputation
- O Small class sizes
- O Times classes offered
- O Variety of classes offered
- O Other: _____

4. Which of the following do you like LEAST about JCCC? (Mark UP TO 3)

- O Campus too big
- O Classes that are full/cancelled
- O Enrollment confusing, complicated
- O Hard to find way around campus
- O Inconvenient location
- O Only a two-year school
- O Parking
- O Poor teachers
- O Social life
- O Specific teacher
- O Too much smoke
- O Unfriendly, uncaring students
- O Unfriendly, uncaring teachers
- O Nothing - I like everything!
- O Other: _____

Please indicate whether each of the following is a Major influence, Minor influence, or Not an influence on your decision to attend JCCC. Mark the response that BEST describes your experience.

	Not an influence	Minor influence	Major influence
5. Courses offered at JCCC	0	0	0
6. JCCC's vocational/academic reputation	0	0	0
7. Cost of attending	0	0	0
8. Location of campus	0	0	0
9. Advice of parents	0	0	0
10. Advice of friends/relatives attending JCCC	0	0	0
11. Advice of high school counselor/teacher	0	0	0
12. Advice of a college faculty member	0	0	0
13. Small class size	0	0	0
14. High quality teaching	0	0	0
15. Can work while attending	0	0	0
16. Advertisements about the college	0	0	0
17. Class times fit my schedule	0	0	0
18. Availability of financial aid	0	0	0
19. College catalog/class schedule/brochures	0	0	0

20. About the time you enrolled, do you remember hearing about JCCC from any of these sources? (Mark all that apply.)

- 0 Newspaper or magazine ad
- 0 Letters from the College
- 0 Talking with College representative
- 0 Newspaper or magazine article
- 0 High school newspaper ad
- 0 Radio ad
- 0 Television ad
- 0 Yellow Pages
- 0 Brochures
- 0 From a friend/relative
- 0 Schedule of classes
- 0 College catalog
- 0 Internet/WWW

21. Was JCCC your first choice of college/university?

- 0 Yes
- 0 No

22. Before this semester, had you ever taken a credit class at JCCC?

- 0 Yes
- 0 No

23. How did you register for classes this semester? (Mark only ONE)

- 0 In person
- 0 By phone
- 0 Internet/WWW (on-campus)
- 0 Internet/WWW (off-campus)

24. How did you receive the current class schedule? (Mark as many as apply.)

- 0 Received it in the mail
- 0 Someone gave it to me
- 0 Picked it up at JCCC
- 0 JCCC mailed me one after I called
- 0 Other: _____

25. When did you register for classes this semester? (Mark only ONE)

- 0 Early registration (July)
- 0 On-campus (mid-August)
- 0 Late (1st week of class)
- 0 Don't know/remember

26. Please indicate whether the following campus services are currently meeting your needs.

	This service currently meets my needs	This service needs to be improved	Don't know
Orientation/Pre-advising	0	0	0
Counseling Services ..	0	0	0
Career Services	0	0	0
Job Listing/Recruitment	0	0	0
New Student Assessment/Placement	0	0	0
Make-up & Telecourse Testing Lab	0	0	0
Financial Aid Services .	0	0	0
Business Office	0	0	0
Admissions & Records Office	0	0	0
Bookstore	0	0	0
Food Service	0	0	0
The Children's Center .	0	0	0
Library	0	0	0
Computer Labs	0	0	0
ACCESS Center for Disabled Students	0	0	0
Student Activities	0	0	0
Student Government ..	0	0	0

MEDIA HABITS

27. Which radio station(s) do you prefer? (Mark all that apply)

- 0 KLJC-FM (88.5)
- 0 KCUR-FM (89.3)
- 0 KKFI-FM (90.1)
- 0 KCCV-FM (92.3)
- 0 KMXV-FM (93.3)
- 0 KFKF-FM (94.1)
- 0 KCMO-FM (94.9)
- 0 KCHZ-FM (95.7)
- 0 KUDL-FM (98.1)
- 0 KQRC-FM(98.9)
- 0 KYYS-FM (99.7)
- 0 KCFX-FM (101.1)
- 0 KSRC-FM (102.1)
- 0 KPRS-FM (103.3)
- 0 KBEQ-FM (104.3)
- 0 KLZR-FM (105.9)
- 0 KCIY-FM (106.5)
- 0 KNRX-FM (107.3)
- 0 WDAF-AM (610)
- 0 KCMO-AM (710)
- 0 KCCV-AM (760)
- 0 WHB-AM (810)
- 0 KMBZ-AM (980)
- 0 KPHN-AM (1190)

28. How often do you read the following newspapers?

	Never	Seldom	Weekly	Frequently	Daily
Kansas City Star	0	0	0	0	0
Lawrence Journal-World .	0	0	0	0	0
Olathe Daily News	0	0	0	0	0
Sun Newspapers	0	0	0	0	0
Pitch Weekly	0	0	0	0	0
USA Today	0	0	0	0	0
Other Newspapers	0	0	0	0	0

29. Which TV station do you watch MOST often? (Mark only ONE)

0 WDAF CH. 4 (Fox) (Ally McBeal, Simpsons, X-Files)

0 KCTV CH. 5 (CBS) (Cosby, Nash Bridges, Walker, Texas Ranger)

0 KMBC CH. 9 (ABC) (Drew Carey, NYPD Blue, The Practice)

0 KSHB CH. 41 (NBC) (Friends, West Wing, ER)

0 KSMO CH. 62 (Indep.) (Dawson's Creek, Felicity, Buffy)

0 KCPT CH. 19 (Public) (Rare Visions, Wishbone)

0 KPXE CH. 50 (Indep.) (Shop 'til You Drop, Supermarket Sweeps, Little Men)

0 KMCI CH. 38 (Indep.) (Syndicated Simpsons at 6:30/10:30 p.m.)

0 Cable Networks (MTV, Comedy Central, ESPN2)

COMMENTS:

DEMOGRAPHICS

30. Gender

0 Male
0 Female

31. Age

	☐	☐
0	0	0
1	0	0
2	0	0
3	0	0
4	0	0
5	0	0
6	0	0
7	0	0
8	0	0
9	0	0

32. Zip Code of Residence

	☐	☐	☐	☐	☐
0	0	0	0	0	0
1	0	0	0	0	0
2	0	0	0	0	0
3	0	0	0	0	0
4	0	0	0	0	0
5	0	0	0	0	0
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0

Thank you for responding to this survey.

Johnson County Community College
12345 College Blvd.
Overland Park, Kansas 66210-1299
(913) 469-8500 www.jccc.net

October, 2000

Dear New JCCC Student:

The faculty, administration, and staff welcome you to Johnson County Community College!

We would like your assistance with a project that is being conducted by the Office of Institutional Research to learn more about its new students as educational consumers. Information from this survey will provide us with data necessary to evaluate college programs and services.

Please take a few minutes to complete the enclosed survey. When you have finished, return it to the college in the enclosed postage-paid business reply envelope. All responses will be kept strictly confidential and reported as grouped data only. Direct questions regarding this survey to the Office of Institutional Research, 469-8500, ext. 2443.

Please return the survey by November 1, 2000. Thank you for your help.

Sincerely,

Dan Radakovich

Dan Radakovich
Vice President, Academic Affairs

Enclosure

U.S. Department of Education
Office of Educational Research and Improvement (OERI)
National Library of Education (NLE)
Educational Resources Information Center (ERIC)

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